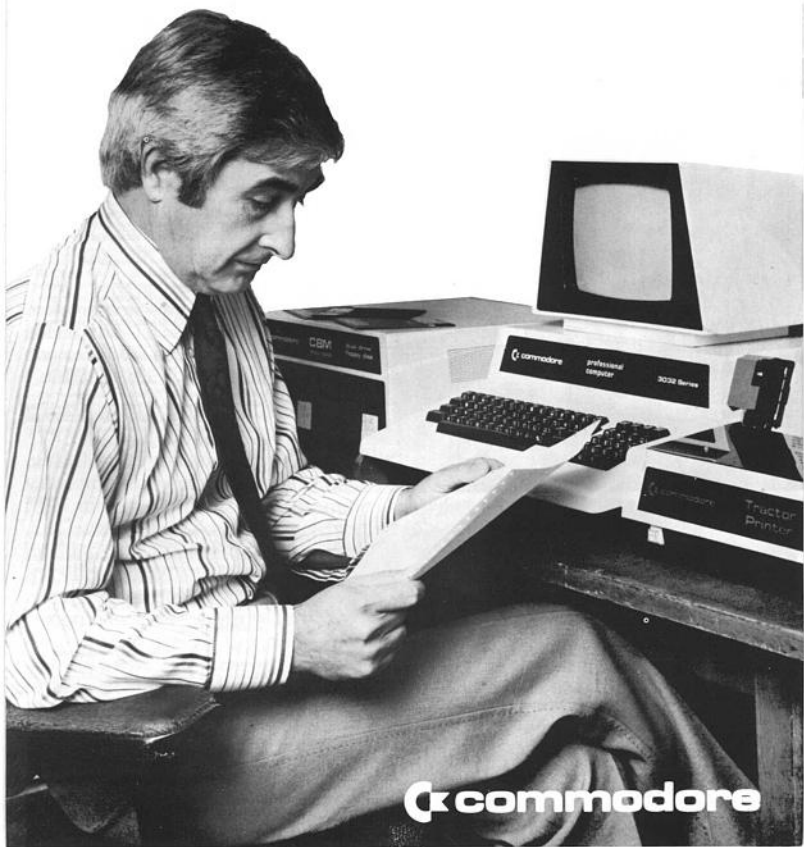


The Commodore PET. Your best business investment yet



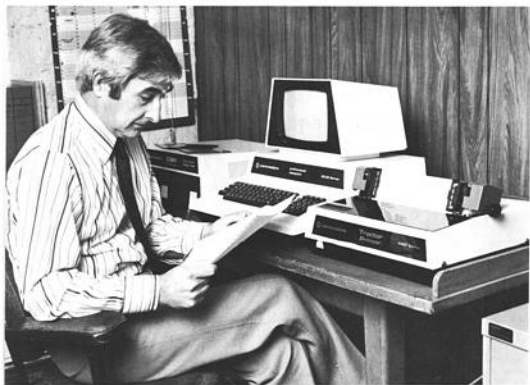
 **commodore**



Castelco (Great Britain) Ltd in Woking are concerned with the manufacture of electric switches. They have about 1000 customers around the world, and records of their accounts are kept on disk using the PET system. Random selection allows any account to be summoned in seconds for reference or updating.

The PET system is also used for managing the Payroll. But since the pay structure at Castelco is complicated by a piece-rate system, a Clock Card Program is due to be prepared which will simplify the calculation of wages and enable estimates to be made of future production levels. Other applications which the company is hoping to organise for their PET include Customer Mailing and Stock Control.

As Mr M. Church, Accounts Manager, said: *"We're delighted with the PET system. We were considering mini-computers in the £12,000 to £20,000 price range. Then we discovered that we could buy a PET from Patalect which satisfies all our needs for a much lesser price".*



The PET Business System at McArdle Perfumes Limited is at present employed in two major applications. It is used to keep track of several thousand perfume formulas, some of which are composed of as many as a hundred ingredients. It is also used to look after the company accounts. This not only saves having to employ two girls for book-keeping, but also offers an analysis of figures that only a company accountant could equal.

Mr AJ. McArdle spent about a year reviewing all the different business systems available. Then he chose the PET, not simply because of its tremendous value for money, but also because he found Commodore to be well integrated, advanced and established in its field.

"For small companies to expand, every penny of investment must count and no one can afford to ignore the advantages of this new technology. My business is expanding fast and the PET system is just what I need. I'm using a most successful business program called Suite 3 from G W Computers Ltd. But the scope of the PET is so great that I have also enrolled for Commodore's training course to make further use of its potential".



Baroness International Public Relations Company has recently installed the PET business system; initially just for handling their mailing list of some 600 contacts in journalism. However, so impressed were they with the scope of the system that they are also in the process of having a Public Relations program written by Stage One. So that the PET system will be able to take over an even greater share of their work.

Anne Hamilton, Account Executive of Baroness International said this: *"The PET system has already proved invaluable for dealing with the tedious job of searching for addresses and typing labels. It frees our secretary for more important duties. And it's so simple to use that even a temp could operate it".*

Which Microcomputer should you buy?

Glance through any computer magazine and you'll find advertisements for a bewildering variety of machines. So here are some points to look for which should make your choice of a computerised business system very much easier:

- ☒ Value for money
- ☒ Availability of programmes
- ☒ Local after sales support
- ☒ Reliability and maintenance service
- ☒ Expandability and versatility of each unit
- ☒ Instruction and training facilities

We believe that a careful examination of the microcomputers currently available in the U.K. can only lead to one choice for the professional user – the Commodore PET range of computers.

Excellent Value

Commodore owe the steady growth of the last 25 years to the tremendous value for money of their products. The PET microcomputer is a fine example.

Costs are kept down through 'vertical integration', with Commodore making the silicon chips and handling all stages of manufacture and worldwide distribution. These cost savings are passed on to the end user. So that now you can actually own a complete business system, including a Microcomputer, Printer, Floppy Disk Unit and applications software, for under £2,500.

First Class Programs

A comprehensive range of first class

software programs is available from Commodore Business Software Dealers. These programs include Commodore's own Business Software, plus many Commodore Approved Programmes, written by independent software houses.

A wide choice of packages is available complete with full documentation. Not only for classic computer applications such as Accounting, Stock Control, Payroll and Statistical Analysis; but also extending to more specialised fields like Incomplete Records for Accountants, Insurance Brokers Packages, Mailing Lists, Business Information and Word Processing.

Over 10,000 PETs have already been sold in the U.K., making it Britain's no. 1 microcomputer. This has led to the establishment of many independent software houses producing business programs; so the range available is continuing to grow rapidly. And added to this, the Commodore Business Software Dealers are able to offer an extremely efficient software maintenance and installation service.

After Sales Support

The after sales support available from Commodore is second to none. A nationwide network of over 150 official Commodore dealers ensures that maintenance, service and technical facilities are never far away from the PET user. A selected number of these hardware dealers also offer Commodore Business Software, analysis, installation,

and operator training to maximise the potential of your system.

Maintenance Service

Speedy field maintenance is offered by your local Commodore Business Software Dealer. Additional facilities are available from two national field maintenance companies, with many years' experience of supporting computer users.

The typical annual cost of a field maintenance agreement, guaranteeing that your machine is put right within 24 hours of the fault being reported, is usually about 10% - 15% of the capital cost of your computer hardware.

Expandable and Versatile

A complete range of peripherals is available from Commodore to extend the use of your PET. A Floppy Disk Unit offers instant loading for business programs on disk. It also provides storage for up to 343,000 characters, which is sufficient for retrieving about 4,000 names and addresses.

Another invaluable companion to the PET, is the extremely fast and versatile Printer. In addition to reproducing standard alpha numerics, it can also print complex graphics for bar charts that clearly display business information.

Commodore produce all the equipment you need for a highly successful computerised business system. But many peripherals of other manufacturers can also be attached to the PET. Like a Daisy Wheel Printer, which offers letter quality output and can be used with Commodore's Word Processing Program.

Instruction and training facilities

The PET Business System is ex-

tremely simple to operate and for more advanced applications such as writing your own programs, extensive documentation and assistance are available.

Commodore's own professional training courses allow you to train staff to maximise the potential of your new system. There are also a number of excellent books specially written for PET including "Hands on Basic with a PET," published by McGraw Hill and work books by T.I.S.

Further information on Commodore's range of microcomputers, business applications and training programmes is available from Commodore official dealers. For details of our national dealer network, write to the address below.

You might also like to receive the PET Users Newsletter which acts as a forum for the exchange of information and valuable ideas. This is available for an annual subscription of £10 from Commodore Information Centre, 360 Euston Road, London NW1 3BL.

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